



**KCRA**  
**3 Television Circle**  
**Sacramento, CA 95814**  
**Main: (916)446-3333**  
**Billing: (916)325-3266**

www.kcra.com

Billing Address:

**Target Enterprises**  
**Attention: Accounts Payable**  
**15260 Ventura Blvd.**  
**Ste 1240**  
**Sherman Oaks, CA 91403-5347**

Send Payment To:

**KCRA**  
**PO Box 26861**  
**Lehigh Valley, PA 18002-6861**

# DUPLICATE INVOICE

Invoice #	Invoice Date	Invoice Month	Invoice Period
953081-1	10/14/12	October 2012	10/01/12 - 10/14/12

Station	Account Executive	Sales Office	Sales Region
KCRA	Kathi Thornton	Eagle-Los Angeles	National

Advertiser	Product	Estimate Number
NO ON 37	STOP DECEPTIVE FOOD	273

Flight Dates	Order #	Alt Order #
10/08/12 - 10/14/12	953081	07900697

Billing Calendar	Billing Type	Deal #
Broadcast	Cash	

Special Handling

IDB #	Advertiser Code	Product Code

Agency Ref	Advertiser Ref

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
1	10/08/12	10/12/12	KCRA-TV News at 6am	5:58am-7:00am	MTWTF--	:30	3	\$2,500.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/08/12 10/14/12 MTWTF-- 3 \$2,500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 3 KCRA M 10/08/12 6:51 AM KCRA-TV News at 6am 5:58am-7:00am :30 CAN037005BH \$2,500.00 NM 1 KCRA Tu 10/09/12 6:27 AM KCRA-TV News at 6am 5:58am-7:00am :30 CAN037005BH \$2,500.00 NM 2 KCRA Th 10/11/12 6:42 AM KCRA-TV News at 6am 5:58am-7:00am :30 CAN037005BH \$2,500.00 NM									
2	10/08/12	10/12/12	NBC Today Show	7:00am-9:00am	MTWTF--	:30	3	\$2,500.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/08/12 10/14/12 MTWTF-- 3 \$2,500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 2 KCRA M 10/08/12 8:34 AM NBC Today Show 7:00am-9:00am :30 CAN0370021H \$2,500.00 NM 3 KCRA Tu 10/09/12 8:43 AM NBC Today Show 7:00am-9:00am :30 CAN0370022H \$2,500.00 NM 1 KCRA W 10/10/12 8:59 AM NBC Today Show 7:00am-9:00am :30 CAN0370022H \$2,500.00 NM									
3	10/08/12	10/12/12	KCRA News at 430am	430-5am	MTWTF--	:30	5	\$450.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/08/12 10/14/12 MTWTF-- 5 \$450.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 2 KCRA M 10/08/12 4:51 AM KCRA News at 430am 430-5am :30 CAN037005AH \$450.00 NM 3 KCRA Tu 10/09/12 4:44 AM KCRA News at 430am 430-5am :30 CAN0370022H \$450.00 NM 4 KCRA W 10/10/12 4:53 AM KCRA News at 430am 430-5am :30 CAN037005BH \$450.00 NM 5 KCRA Th 10/11/12 4:58 AM KCRA News at 430am 430-5am :30 CAN0370022H \$450.00 NM 1 KCRA F 10/12/12 4:51 AM KCRA News at 430am 430-5am :30 CAN037005BH \$450.00 NM									
4	10/08/12	10/12/12	KCRA-TV News at Noon	11:58am-1:00pm	MTWTF--	:30	5	\$1,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/08/12 10/14/12 MTWTF-- 5 \$1,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 3 KCRA M 10/08/12 12:45 PM KCRA-TV News at Noon 11:58am-1:00pm :30 CAN0370022H \$1,000.00 NM 1 KCRA Tu 10/09/12 12:23 PM KCRA-TV News at Noon 11:58am-1:00pm :30 CAN0370022H \$1,000.00 NM 2 KCRA W 10/10/12 12:39 PM KCRA-TV News at Noon 11:58am-1:00pm :30 CAN0370022H \$1,000.00 NM 4 KCRA Th 10/11/12 12:59 PM KCRA-TV News at Noon 11:58am-1:00pm :30 CAN0370022H \$1,000.00 NM 5 KCRA F 10/12/12 12:29 PM KCRA-TV News at Noon 11:58am-1:00pm :30 CAN0370022H \$1,000.00 NM									

This invoice is subject to Hearst Television's Terms and Conditions which can be reviewed on our company website at [www.hearsttelevision.com/for\\_advertiser](http://www.hearsttelevision.com/for_advertiser).  
 We warrant that the actual broadcast information shown on this invoice was taken from the program log.



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# INVOICE

Invoice #	Invoice Date	Invoice Month	Invoice Period
953081-1	10/14/12	October 2012	10/01/12 - 10/14/12
Advertiser	Product	Estimate Number	
NO ON 37	STOP DECEPTIVE FOOD	273	

www.kcra.com

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
4	10/08/12	10/12/12	KCRA-TV News at Noon	11:58am-1:00pm	MTWTF--	:30	5	\$1,000.00	NM
5	10/08/12	10/12/12	KCRA-TV News at 5pm	4:58pm-5:30pm	MTWTF--	:30	5	\$3,500.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/08/12 10/14/12 MTWTF-- 5 \$3,500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 KCRA M 10/08/12 5:21 PM KCRA-TV News at 5pm 4:58pm-5:30pm :30 CAN037005AH \$3,500.00 NM 3 KCRA Tu 10/09/12 5:24 PM KCRA-TV News at 5pm 4:58pm-5:30pm :30 CAN037005BH \$3,500.00 NM 2 KCRA W 10/10/12 5:24 PM KCRA-TV News at 5pm 4:58pm-5:30pm :30 CAN037005BH \$3,500.00 NM 4 KCRA Th 10/11/12 5:16 PM KCRA-TV News at 5pm 4:58pm-5:30pm :30 CAN0370022H \$3,500.00 NM 5 KCRA F 10/12/12 5:15 PM KCRA-TV News at 5pm 4:58pm-5:30pm :30 CAN0370022H \$3,500.00 NM									
6	10/08/12	10/12/12	KCRA-TV News at 6pm	6:00pm-7pm	MTWTF--	:30	5	\$3,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/08/12 10/14/12 MTWTF-- 5 \$3,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 2 KCRA M 10/08/12 6:45 PM KCRA-TV News at 6pm 6:00pm-7pm :30 CAN037005BH \$3,000.00 NM 3 KCRA Tu 10/09/12 6:57 PM KCRA-TV News at 6pm 6:00pm-7pm :30 CAN0370022H \$3,000.00 NM 1 KCRA W 10/10/12 6:15 PM KCRA-TV News at 6pm 6:00pm-7pm :30 CAN0370022H \$3,000.00 NM 4 KCRA Th 10/11/12 KCRA-TV News at 6pm 6:00pm-7pm :00 <del>\$3,000.00</del> NM See MG 6.6 5 KCRA F 10/12/12 6:24 PM KCRA-TV News at 6pm 6:00pm-7pm :30 CAN037005BH \$3,000.00 NM 6 KCRA F 10/12/12 6:59 PM KCRA-TV News at 6pm 6:00pm-7pm :30 CAN0370022H \$3,000.00 NM MG for 6.4 10/11									
7	10/08/12	10/14/12	KCRA-TV News at 11pm	11:00pm-11:35pm	MTWTFSS	:30	3	\$3,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/08/12 10/14/12 MTWTFSS 3 \$3,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 KCRA M 10/08/12 11:32 PM KCRA-TV News at 11pm 11:00pm-11:35pm :30 CAN0370021H \$3,000.00 NM 2 KCRA Tu 10/09/12 11:23 PM KCRA-TV News at 11pm 11:00pm-11:35pm :30 CAN0370022H \$3,000.00 NM 3 KCRA Sa 10/13/12 11:26 PM KCRA-TV News at 11pm 11:00pm-11:35pm :30 CAN037005BH \$3,000.00 NM									
8	10/13/12	10/13/12	KCRA-TV News at 7a	7:00am-9:00am	-----S-	:30	1	\$1,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/08/12 10/14/12 -----S- 1 \$1,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 KCRA Sa 10/13/12 8:11 AM KCRA-TV News at 7a 7:00am-9:00am :30 CAN0370022H \$1,000.00 NM									
9	10/14/12	10/14/12	NEWS AFTER NFL	Primetime	-----S	:30	1	\$2,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/08/12 10/14/12 -----S 1 \$2,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 KCRA Su 10/14/12 9:59 PM NEWS AFTER NFL Primetime :30 CAN0370022H \$2,000.00 NM									
<b>Total Spots</b>							<b>31</b>		

Gross Total **\$66,750.00**

## Payment Terms 30 Days



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<u>Invoice #</u>	<u>Invoice Date</u>	<u>Invoice Month</u>	<u>Invoice Period</u>
953081-1	10/14/12	October 2012	10/01/12 - 10/14/12
<u>Advertiser</u>	<u>Product</u>	<u>Estimate Number</u>	
NO ON 37	STOP DECEPTIVE FOOD	273	

Agency Commission **\$10,012.50**

Net Amount Due **\$56,737.50**